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To create a sustainable future, we must not only change our own actions, we must educate and encourage those around us to change theirs. How then do we go about transforming people's good intentions into action?

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Sustainable Behavior explains how the field of community-based social marketing has emerged as an effective tool for encouraging positive social change.

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book provides the

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framework to
transform people's
behavior and their
lives as they change
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Behavior Community-
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This online book
details how to
uncover the barriers
that inhibit individuals
from engaging in
sustainable
behaviors. Further, it
provides a set of
“tools” that social
science research has
demonstrated to be

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effective in fostering
and maintaining
behavior change.

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Gabriola Island, BC:

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behavior change.

Sustainability requires that we tackle diverse goals, such as increasing water and energy efficiency, protecting water quality and biodiversity, reducing waste, and altering transportation choices.

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environment

widespread empirical

evidence that human

behavior is harming

the environment

despite strong

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Doug McKenzie-

Mohr*. St. Thomas

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ebehaviorcontinuetob

ebaseduponmodelsof

behavior change that

psychological

research has found to

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be limited. Although psychology has much to contribute to the design of effective programs to foster sustainable behavior, little attention has been paid to ensuring that psychological knowledge is accessible to those who design environmental programs.

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Selecting Behaviors;
Step 2: Identifying
Barriers and Benefits;
Step 3: Developing
Strategies;
Commitment: Good
Intentions to Action;
Social Norms:

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Building Community

Support; Social

Diffusion: Speeding

Adoption; Prompts:

Remembering to Act

Based Social

McKenzie-Mohr

Food For Thought

(And Action!) Program

In all, 366 households

pledged, an

outstanding response.

Ninety-two percent

felt more informed,

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95% fulfilled all or
some of their pledge
and 94% planned to
continue the actions...

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some fresh thinking,
and a community
based approach to
sustainable
development.

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A healthy sustainable
community is in large

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part the result of each of its members. When members of a community adopt healthy habits - by getting more exercise, for example - the community becomes a healthier one. When the members use resources wisely - by recycling, for example - the community moves towards

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Behavior explains
how the field of
community-based
social marketing has
emerged as an
effective tool for
encouraging positive
social change. This

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completely revised

and updated third

edition contains a

wealth of new

research, behavior

change tools, and

case studies.

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